

slumberland

BIRKIE[®]

Ski. Run. Bike. Live!

WHY?

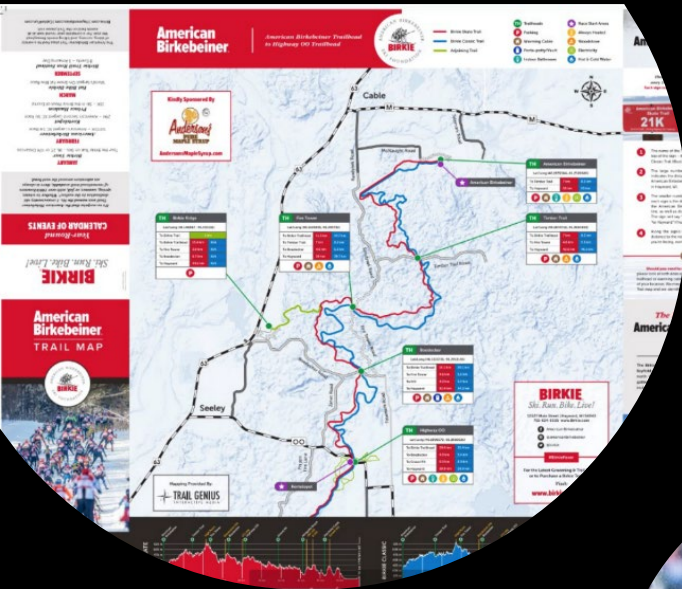
Inspiring people to challenge themselves outside - creating memories that shape their lifestyle.





Our Mission

- Put-on World-Class Events
- Be good stewards of the American Birkebeiner Trail corridor and other associated trails
- Promote healthy outdoor activities for people of all ages





The growing world of Birkie
Cycling!





JUNE 10-11, 2023
TWO EPIC RIDES. ONE UNFORGETTABLE
WEEKEND.

SATURDAY JUNE
10TH
SINGLETRACK
RACE DAY

- Point To Point Races
- Full Epic: Hayward To Mt Telemark
- Half Epic: "OO" Birkebeiner Touring Center To Mt Telemark
 - 1000 Racers
 - EXPO/DEMO

JUNE 9-11
EPIC BIKE FEST

- Food trucks
- Beer hall
- Fun kids zone
- Live music
- 1500 attendees

SUNDAY JUNE 11TH
GRAVEL
RACE DAY

- The most EPIC gravel riding in the upper Midwest.
 - 85+ mile long course
 - 30 mile short course
 - 750 racers
 - EXPO/DEMO

\$170,000 donated to local trails!



Borah Epic Singletrack MTB Race - Gravel Race - Festival First Weekend June

- 11 years running
- **1000** participants in races
- Raised over \$170,000 for local trails.
- Held on historic CAMBA singletrack and *NEW* Trails at Mt. Telemark Village



New for 2023

- Epic Bike Fest 2023 is newest addition to Adventure Van Expo series
- Over 50 exhibitors, 3 days
- Thousands of new guests
- Music
- Beer + Food



Your Sponsorship or Expo Space makes you part of the action!



ADVENTURE VAN EXPO
ADVENTUREVANEXPO.COM



Fat Bike
BIRKIE®

The worlds largest Fat Bike Race!

March 11, 2023

The Fat Bike Birkie, Presented by Freewheel Bike, is the premier on snow bike event in North America. Riders test their skill and endurance on the professionally groomed American Birkebeiner Ski Trail!

Fat Bike
BIRKIE[®]



12th Annual Fat Bike Birkie

March 11, 2023

- **1000** participants in 3 race lengths.
- Held on legendary American Birkebeiner Ski Trail
- Largest Fat Bike Race in North America



Our sponsors are the backbone to our events and continued success. You can support the Epic or the Fat Bike Birkie in three distinct tiers with cash and/or in-kind product or service contributions.

TITLE SPONSOR	Please ask about availability and customization. \$10,000
----------------------	---

SPONSOR BENEFITS	BRONZE \$1,250	SILVER \$2,500	GOLD \$4,000
SPONSOR LOGO + LINK ON EVENT PAGE	YES	YES	YES
2-DAY EXPO + DEMO . INDOOR or OUTDOOR	10 x 10 SPACE	10 x 10 SPACE	10 x 10 SPACE
BANNERS	2	4	6
COMP ENTRIES		2	3
ADD 1 OTHER EXPO – FREE!			Choose From: . TRAIL RUN FEST . FAT BIKE BIRKIE

EXPO ONLY	
Sell & Demo Product . Expo Commons Area . Standard 10 x 10 Booth	\$500 Subject to Availability.

Fact Sheet

slumberland
BIRKIE[®]

Ski. Run. Bike. Live!

Your Business Has No
“Off” Season—Neither Do
We!

This is part of what makes the Birkie Epic Bike Fest different from other “event” sponsorships. The American Birkebeiner Ski Foundation has a year-round following for all its major ski, run, and bike events, camps, programs, monthly ezine, and social media. It is a total lifestyle!

TOTAL VISITORS TO THE REGION

50,000+ annual visitors to the area from all 50 states, 30 different countries

EMAIL LIST

The Birkie stays in touch about all kinds of things, every week, 52 weeks a year, with words, pictures, links, congrats, come join us, and more.

- 35,000 + Dedicated Birkie Enthusiasts
- 6500 + Dedicated Cycling Enthusiasts

SOCIAL MEDIA FOLLOWERS

Share and share alike! We post for the Birkie crowd and post everything, from fun photos and beautiful trail shots to how we live, how we want to live, dogs, kids, podium champs, the rest of us, what’s coming next, how to get ready, how to sign up, and more!

- Facebook @americanbirkebeiner – 20,176 followers
- Instagram @americanbirkebeiner – 8,107 followers
- Twitter @Birkie – 3,205 followers

WEBSITE

1.5 million page views per year

VOLUNTEERS

4,000 shifts filled at our annual events





slumberland
BIRKIE
Ski. Run. Bike. Live!



**Fat Bike
BIRKIE**

Ladies
FAT BIKE
Getaway

Our Mission: To create, grow and sustain a world class mountain bike experience, utilizing the CAMBA mountain bike trail system and the new Trek Trails at Mt. Telemark Village.

We understand trails don't build themselves, so it is our goal to connect people to an experience worth supporting year after year.

Our success will generate a significant annual contribution to further trail development within the region, ultimately growing the sport, economy and quality of life for future generations.

Birkie.com

Epicbikefest.com

1-715-634-5025



Take Action

Thank you for your consideration,

Joe Vadeboncoeur
Interim Partnership Director
Birkie Cycling Coordinator
joe.vadeboncoeur@birkie.com
920-747-9777

Meredith Ingbretson
Partnership coordinator
meredith.ingbretson@birkie.com
715-558-4444

Please take a moment to familiarize yourself with key contact details, deadlines and to-dos.

1. Contact Partnership Director and confirm sponsorship level and details on contribution for contract and invoice (cash, in-kind product, service, or both)
2. Review and sign official contract for sponsorship, all in-kind product is due May 1, 2023, and all cash invoices are due by May 31, 2023
3. Send vector (.ai or .eps) logos for marketing use (branding guidelines are preferred)